Get the latest news and special offers on The Spearhead, Superb Internet's monthly newsletter.

Superb INTERNET *Ahead of the Rest* ®

The *Wire*

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Monthly Newsletter - October 2011

Welcome to The Wire

Greetings from Superb Internet! In our monthly newsletters we will be offering you not only exclusive deals and special discounts on our products and services, but also the latest industry news.

The Wire is just one avenue for our readers to be "in the know" about hot technology topics. It's all a part of helping you stay *Ahead of the Rest* ®.

Soon we will fully launch *Superbia*, our virtual world of information which includes DIY resources, tech trends, latest innovations, customer rewards, and fun industry facts like if Facebook will ever stop changing its members' privacy settings without notice.
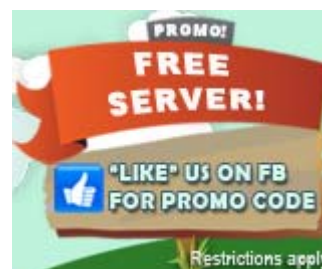
Read on. Be a part of our *Superbia* community. Stay Wired!

In This Issue

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Customer　　Special

Stories

"I've been with them for more than six years and they keep getting better. Uptime is far better than 99%, and that's to be expected.

I had tried another hosting company prior to Superb. That other company had lost my business for critical goofs and a lack of responsiveness.

Superb may not be perfect, but when a problem arises and they are made aware of it. They are all over it. No boilerplate responses. They read the details and give custom answers tailored to the specific problem. Incredible!"

- Carl Martin, Happy Customer

Read his full review here.

Promos

Great deals: Superb offers two exclusive promotions! Just "like" us on Facebook and receive the promo codes for:

1) Get **one free server** with the purchase of a Corporate Dedicated or Enterprise Dedicated plan, and ...

2) Receive **20% off any service or product** we offer on all new orders. You may be a new or existing customer to use these codes! "Like" us on facebook today!

What's In *The Wire*

Quick Link to Articles:

1. Why Businesses Should Use Dedicated Servers
2. Invest In Your Business With Lease-to-Own
3. Learn How to Save 1% Paying With ACH
4. Customer Satisfaction: Our #1 Priority
5. How to Bind Additional IP Addresses to a single Network Interface Card (NIC) RedHat

[distributions of Linux (CentOS, Fedora, RHEL)](#)

Why Businesses Should Use Dedicated Servers

by Moosa Hemani, Organic Search Specialist

In today's internet-influenced world, it is absolutely necessary to ensure that your server and your server's "uptime" are secure and reliable. A major concern for website owners is a server crashing during peak traffic hours.

The logical thing to do to prevent such a situation is to purchase a "Dedicated Server," which is a server that does not use shared server space with any other business or individual. A Dedicated Server is exactly that: a server dedicated to you and only you. Once you choose a Dedicated Server for your web-based business, you significantly reduce potential disasters affecting your uptime and connectivity.

Below are some reasons why internet businesses should use Dedicated Servers:

1. Dedicated Servers allow you complete control of the server. As opposed to Shared Hosting, you are not required to share space or bandwidth with other websites.

2. There are certain Dedicated Hosting Services that may offer you a free domain registration.

3. A Dedicated Server may also be used for hosting [web pages.](#)

4. Avoid the "Free Server" trap. From time to time, businesses may be lured into an offer of a "free server," thinking that they have made a smart decision and have saved money. However, make sure you read the fine print and know everything about your free server. [A free server may not be able to handle any requests where a database may be required.](#) Dedicated Servers avoid this problem all together with ample space and upgrade options.

5. Dedicated Servers allow greater the bandwidth permitting more traffic to your website. Your website will not crash with greater bandwidth. What online business wouldn't want a Dedicated Server?

Invest In Your Business With Lease-to-Own

by Kuni Agard, Sales Manager

Updating equipment and controlling capital expenditures are both key to running a successful business. However, often times, they are in direct conflict with one another. In the case of hosting and dedicated servers, many companies are hit with the obligatory increase in costs when upgrading.

At Superb.net, we recognize the significant investment that our customers make in purchasing Corporate and Enterprise Servers. We are offering a convenient way to reduce monthly costs of server hardware through our Lease-to-Own program.

Lease your server for 12 months and, for an additional $25/month, Superb customers can own their server hardware after their first year! Through our Lease-to-Own program, customers pay just $99/month for Colocation[1] or they can opt to have the server shipped to them.

With many Corporate Servers currently costing $200/month or more, the Lease-to-Own program not only slashes monthly fees significantly, it increases savings to your bottom-line with servers of higher value or with multiple server packages.

A very popular server choice is our Enterprise Dedicated Professional I, an Intel® Dual Xeon® 5650 with a stock configuration of 12GB of RAM and 10TB of monthly traffic which goes for $525/month on contract billing. After the first year, your initial $525/month fee would drop to just $99/month, saving you over $400 each month!

While you could use that savings for a vacation or toward a new car, many customers find that their business has grown to the point where they need to expand, and thus invest that savings into a new top-rate server on our Lease-to-Own program.

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[1] $99/mo price is for 1-2U units. Prices slightly higher for larger servers.

Learn How to Save 1% Paying With ACH

by Geoffrey Kop, Billing Manager

The Billing Department would like to announce to all US customers that ACH transfer is now available and a convenient way to pay your Superb invoices.

Simply go to pay.superb.net, download and complete the ACH enrollment form, attach a voided check, and fax to (808) 441-0952.

Benefits of ACH transfer:

- The savings of course – 1% off your total bill
- It's fast and convenient; quick transactions, no postage, safer than paper checks
- Automatic payments (never miss your due date)
- ACH doesn't expire (set it and forget it)
- Excellent way for organizations who do cannot pay with credit or check cards to make payment

Start saving today and have your account automatically debited each billing cycle!

Customer Satisfaction: Our #1 Priority

by Aaron Pilger, Quality Management Assistant

On July 29th, Superb customer "Julie" submitted a ticket requesting cancellation of all services with Superb.net. Upon receipt of the ticket, she was contacted by Customer Service to inquire if there might be something we could do to keep her with us. Her reason for cancellation on the ticket simply stated, "found another site," so it was unclear what the real underlying issue was.

Upon further investigation, we discovered that Julie was an Apple iWeb user, receiving hosting through Apple. Due to Apple's release of Cloud Computing, Apple discontinued their web hosting services, prompting Julie to search for a new host for her website.

Julie had purchased a hosting package with us but, because of Apple's changes she was unable to transfer her files efficiently, causing much headache and little sleep. She decided that it was too much work and chose to go with a different company.

After speaking on the phone with Julie, we discovered that a simple confusion led to Julie's headaches. The pertinent procedures were emailed promptly to her and she decided to stay with us, cancelling her service with the other company.

She encountered a few minor road bumps later on, common to migrating websites to a new hosting company, but after short clarification about the procedure, these bumps were quickly ironed out. In the end, not only did Julie remain with us, but she brought new business to

Superb.net and posted positive feedback on various social networking sites.

One particular post reads as follows:

"With all the bad customer services stories. I have a positive experience and I want to rave about. http://www.superb.net/ They have been responsive, helpful, courteous. They made the effort to CALL ME... to find out if everything was going OK and what they could do to help. They went out of their way to find answers to my questions. They used terminology I could understand and walked me through the steps to make my website a success. Their prices are reasonable and competitive." ~ Julie

How to Bind Additional IP Addresses to a single Network Interface Card (NIC)
RedHat distributions of Linux (CentOS, Fedora, RHEL)

by Tim Zitzer, Tier 2 Technical Support - SEA 2 (Superb Data Center- Seattle, WA)

All dedicated and virtual private servers come with 2 IP addresses by default. The main IP address has already been assigned to your server to allow you access for administration and management. You can use your secondary IP address to run a specific service separate from your main IP, such as SMTP or an SSL certificate. Before you can configure services on your additional IP address, you will need to bind the IP address to your network interface card and enable the IP address in your myCP under Enable / Disable IPs.

In this example, we will create a virtual interface to house an additional IP address—the advantage being that only one physical NIC is required. The network configuration scripts are located in /etc/sysconfig/network-scripts/ so we will navigate to that directory by typing the following command.

cd /etc/sysconfig/network-scripts/

```
[root@jumpbox ~]# cd /etc/sysconfig/network-scripts/
[root@jumpbox network-scripts]# ls
ifcfg-eth0   ifdown-ipsec   ifdown-sl       ifup-ipsec   ifup-ppp        net.hotplug
ifcfg-eth1   ifdown-ipv6    ifdown-tunnel   ifup-ipv6    ifup-routes     network-functions
ifcfg-lo     ifdown-isdn    ifup            ifup-ipx     ifup-sit        network-functions-ipv6
ifdown       ifdown-post    ifup-aliases    ifup-isdn    ifup-sl
ifdown-bnep  ifdown-ppp     ifup-bnep       ifup-plip    ifup-tunnel
ifdown-eth   ifdown-routes  ifup-eth        ifup-plusb   ifup-wireless
ifdown-ippp  ifdown-sit     ifup-ippp       ifup-post    init.ipv6-global
```

Notice the two files, ifcfg-eth0 and ifcfg-eth1. These files represent the interfaces for the primary and secondary network adapters respectively. If a third NIC was present, then there would be an ifcfg-eth2 file. For the purposes of this example, we will restrict our attention to the primary network interface, eth0. Let's proceed with binding an additional IP address, say 209.160.45.252 as an example; of course, you will enter the IP address that you wish to bind. Back to the

example, This particular IP address has a subnet mask of 255.255.248.0 and a default gateway of 209.160.40.1. If you do not have the subnet mask and default gateway for your additional IP address, please contact technical support for assistance.

Now we can proceed to add the alias file for our additional IP address. Typically the first alias is generated by appending a 0 to the interface file to which you are binding the IP address. In this case, we are dealing with ifcfg-eth0. If we wanted to add more than one IP address, simply append a 1, then a 2, and so on consecutively for the additional IPs. We begin by making a copy of the primary network interface script.

cp ifcfg-eth0 ifcfg-eth0:0

```
[root@jumpbox network-scripts]# cp ifcfg-eth0 ifcfg-eth0:0
[root@jumpbox network-scripts]#
```

Now we must edit the ifcfg-eth0:0 file to change the device name, IP address, subnet mask, and default gateway. First take a look at the contents of the file to see what needs to be changed.

cat ifcfg-eth0:0

```
[root@jumpbox network-scripts]# cat ifcfg-eth0:0
# Realtek Semiconductor Co., Ltd. RTL-8139/8139C/8139C+
DEVICE=eth0
HWADDR=00:13:d3:c4:b7:57
ONBOOT=yes
NETMASK=255.255.254.0
IPADDR=209.160.50.15
GATEWAY=209.160.50.1
TYPE=Ethernet
```

The lines that need to be edited begin with DEVICE, NETMASK, IPADDR, and GATEWAY. Open the ifcfg-eth0:0 file in your favorite text editor (this example will use vi) and change the device name to eth0:0 (note the number after the colon may differ if you already have one or more additional IP addresses bound). Lastly, enter your netmask, IP address, and gateway and save the file.

vi ifcfg-eth0:0

```
[root@jumpbox network-scripts]# vi ifcfg-eth0:0
```

Once the changes have been made, verify the contents are entered correctly.

cat ifcfg-eth0:0

```
[root@jumpbox network-scripts]# cat ifcfg-eth0:0
# Realtek Semiconductor Co., Ltd. RTL-8139/8139C/8139C+
DEVICE=eth0:0
HWADDR=00:13:d3:c4:b7:57
ONBOOT=yes
NETMASK=255.255.248.0
IPADDR=209.160.45.252
GATEWAY=209.160.40.1
TYPE=Ethernet
```

If all is well, you can now activate the additional IP by typing

ifup eth0:0

To verify that the alias has come online successfully, you can type

ifconfig

and look for the new alias in the list of active IPs. Remember to enable the IP address in your myCP if you have not already done so.

About Superb Internet

Since 1996, Superb Internet has been consistently recognized as a premier web host by leading trade organizations and publications, such as Find My Host and *Web Hosting Magazine*. Earning accolades in all key service areas—

Employee Spotlight

Aaron Pilger, Quality Management Department
Aaron Pilger works to ensure the quality treatment of all support tickets. He contacts customers who are having trouble with their

SSAE-16 Audit

Superb Internet is upgrading from SAS 70 Type II to the improved **SSAE-16 Audit.**

The SSAE-16 Auditing

including customer support, managed dedicated servers, and reseller services— Superb Internet provides a complete range of managed web hosting solutions.

The company serves clients in more than 150 countries worldwide, providing virtual shared web hosting, dedicated & managed services, and high-volume, mission-critical high-availability geographically-dispersed cluster solutions.

Focusing on providing exceptional customer service and reliability (offering an industry-leading **100% Uptime Guarantee**), Superb is committed to staying *Ahead of the Rest®*.

Superb Internet is headquartered in Honolulu, HI, with company-owned data centers staffed 24x7x365 in McLean and Springfield, VA and Seattle, WA, as well as its own coast-to-coast IP backbone.

For more information about Superb Internet, please visit:

invoices and is the sole contact for all cancellation requests.

At Superb.net, we strive to always exceed our customers' expectations and promptly resolve any concerns customers may have.

Aaron takes care of the tickets with efficiency and speed. His theory is simple: *take care of the customer and they will take care of you.*

"We try to keep the customer abreast of any progress made on their ticket, which is where I come in. Keeping the customer informed about their situation is crucial to maintaining satisfaction. We want the customer to know we care," says Aaron. "Customer satisfaction is our number one priority."

Here at Superb, we like to put the personal touch on all tickets. We do not feed our customers' requests through a computer system and spit out generic, non-related templates. We read each response and respond accordingly priding ourselves in following the

Standard is an enhancement to the current standard for Reporting on Controls at a Service Organization: the SAS70. These updates bring companies up-to-date with new international service organization reporting standards: the ISAE 3402.

All organizations are now required to issue their Service Auditor Reports under the SSAE-16 standards in an SOC1 Report.

SSAE-16 ensures that companies, specializing in service, adhere to a strict set of international standards set by the Auditing Standards Board (ASB) of the American Institute of Certified Public Accounting (AICPA).

Read more about the results of our SSAE-16 Audit in our next month's *Wire.*

www.superb.net.

Platinum Rule (not the Golden Rule) that we treat customers the way *they* want to be treated.

"We always want to ensure that the customer is viewed as a person with genuine situations and not a number and a problem. We consider every customer is unique and that makes our support unique." Aaron says. Well put, thanks, Aaron!

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